ISSN 2229-5593 MEDIA MIMANSA

Volume 4, No. 2, 3, 4
Oct. 2010 - June 2011

मीडिया मीमांसा
Media Mimansa

Media
Research

Makhanlal Chaturvedi National
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मीडिया मीमांसा
Media Mimansa

Vol. 4, No. 2, 3, 4
October 2010-June 2011

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Editorial

One major application of media research in the industry is to help in preparing advertising media plans to achieve optimal reach, opportunity to see and impact factors. The much talked about Television Rating Points (TRP) is supposedly an indicator of the popularity of television channels and programmes. National Readership Survey (NRS) and Indian Readership Survey (IRS) provide important data about the popularity of different newspapers and magazines. Reports of the Audit Bureau of Circulations (ABC) provide data about the number of copies of selected newspapers that are actually distributed.

Periodical data from these sources is one of the most important determining factors for the business transactions grossing millions of rupees in the world of advertising and social marketing. Is this data reliable? No, not at all! For calculating TRP a miniscule sample of about 5,500 households, mostly located in urban centers, hardly generates any confidence in the findings. Moreover, electronic devices called 'peoples meters' record wrong data if the operator changes the frequency of the channel before putting it on the cable. Pictures matching method of measuring TRP are also not very reliable besides being quite cumbersome. Doordashan's DART (Doordarshan Audience Ratings) is dependent upon the families recording viewing during the week in a diary. This data can also be misleading and unreliable.

Unaided and aided recall methods used for the readership surveys appear to be relatively more scientific but again the reality can be far away from the data collected on the bases of short interviews of the respondents by the research investigators. The problem of sample surveys based on questionnaires is of the respondents trying to give 'socially acceptable' answers. Moreover in the tools used for these surveys there is hardly any scope for checking internal consistencies of the data at the respondent level or even in the total data. ABC is limited by the fact that its membership is not exhaustive and circulation data for many important publications is not available as they do not subscribe to this agency.

It is a challenge to the researchers and scholars in various universities to evolve methodologies for gathering information about the media consumption habits of the people of the country so that the resources for advertising and publicity be put to optimal uses. Next issue of the Media Mimansa would cover these methodological issues. Operational strategies to generate dependable data by collaborative efforts may also be proposed. Academic researchers should consider it their responsibility to participate in the campaign for improving the media consumption data base of the Indian society.

Prof. B.K. Kuthiala

Learning through television : A qualitative assessment

Pradeep Nair*

ABSTRACT

The world today is in the midst of one of the most dramatic technological revolutions in history. It is effecting changes in everything, ranging from the ways we work, communicate, do commerce and the way we spend our leisure. The technological revolution which is underway, centers on computer, information, communication, and multimedia technologies and may be seen to be the beginning of a knowledge or information society. In such a society, education has a central role in every aspect of life. The proliferation of communication information technologies poses tremendous challenges. It compels educators to rethink their basic tenets and to deploy communication technology in creative and productive ways. This article looks at how the learning-teaching environment is restructuring in response to the technological and social changes that we are now experiencing. The article attempts to give a detailed account of the transition of print and book-based teaching to multimedia educational broadcasting with new curricula, pedagogy, practices and goals and its acceptance among the college-going undergraduate students of Delhi University.

Introduction

The technological revolution of the present era has created the new multimedia environment necessitating a diversity of types of multisemiotic and multimodal interaction, entailing interfacing with words and print material and often images, graphics, audio and video material (Lochte, 1993). As technological convergence develops apace, thus combining the skills of oral delivery of contents with new forms of multiple communication technologies access course content in a new multimedia hypertext environment (Bhaskaranarayana, Bhatia, Bandyopadhyay & Jain, 2007).

Here, the countrywide classroom programmes are a great initiative taken by the University Grants Commission to improve the quality of higher education at university and college level. The approach is to enrich the quality of university education through modern communication technologies, thus giving rise to novel forms of interaction between students and teacher (Olson, 1974). Additionally, this opens up great possibilities of students developing their own spaces, cultural forms, and modes of interaction and communication (Brietenfield, 1968). The new challenge that stares in the face will entail how to balance classroom instruction with broadcast instruction, together with sorting out the strengths and limitations of oral/print versus visual material (Salomon, 1979). Indeed, the new media and cultural spaces that arise, require educators to

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rethink university education in its entirety, the focus ranging from the role of the teacher, teacher-student relations, classroom instructions, grading curricula construction, testing the value and limitations of books, multimedia, and other teaching materials.

Conceptual framework of the study

The concept of educational programmes broadcast through television for undergraduate students is to overcome the 'gap' between student experiences, subjectivities, and interests rooted in the new multimedia learning culture in contrast to the classroom teaching (Bates, 1981).

The purpose of these educational programmes produced and telecast by UGC-CEC is to bring students into interactive and participatory learning situations. This helps the students to transmit their skills and knowledge to fellow students and teachers alike, in a comforting environment. This effort is paving a way for a democratic and interactive reconstruction of university educational system (Hull, 1962).

In this connection, UGC-CEC and Media Production Centres of various Universities in India are doing their best to empower the students studying in universities and colleges to work and act in a high technology-oriented information economy. The purpose of Vyas Channel programmes is to prepare students to understand the subjects they are studying, both ethical and practical, while broadening, updating and upgrading the core component of various subjects at undergraduate level (Joshi, 2004).

The syllabus-based lectures, utility and enrichment programmes, e-content modules are designed, produced and telecast not only keeping the production of new knowledge in mind concern but also the reproduction, application and contextualisation of the already existing philosophical, scientific and technological knowledge, which has a potential to develop the students as knowledge workers who would be able to apply their knowledge to local contexts and problems (Joshi, 1999). Thus, these programmes mark a shift from mere academic to the applied knowledge domain.

Research problem definition

The foremost challenge before educational broadcasting in Indian universities/colleges is lack of access to educational programmes telecast through television channels. Most of the students who come from disadvantaged backgrounds have never been exposed to the new of multimedia education. Further tools the cable operators who provide the services find it difficult to keep abreast with latest advances in telecasting techniques.

At programme designing and production level, there is a lack of understanding of the changing conceptions of the subjects offered at undergraduate level by Indian universities and colleges. A new sensitivity and understanding of the theoretical and practical implications of knowledge which can enable the students to work with innovation and in consultation with their peers is missing. The educational policies lack an approach to prepare students for leadership roles in their profession and in their communities. The need is to prepare, produce and disseminate subject information in multiple formats, including written

text, audio, video, animation, graphics, photographs, pictures and graphs. Focus should also be on training of programme producers, faculty, students and professionals to get acquainted with the latest multimedia technology to make the learning process more interesting, innovative and participatory.

Research objectives of the study

Besides the general objective to provide the socio-economic, educational and demographic profile of the audience with their media habits, the specific research objectives of the study is to find out the reason behind the viewing preferences and frequency among the undergraduate students of the colleges associated to Delhi University. The study also makes an assessment of the usefulness of multimedia inputs in educational programmes produced by UGC-CEC and how these inputs are enhancing the quality, presentation and acceptability of these programmes among the viewers.

The study also focus on enhancing the participation of students in these educational programmes through an interactive approach while providing strong core content in critical thinking, research and analysis, information gathering and utilizing, writing, graphics and design and access to latest educational technology and skills.

Research design of the study (methodology)

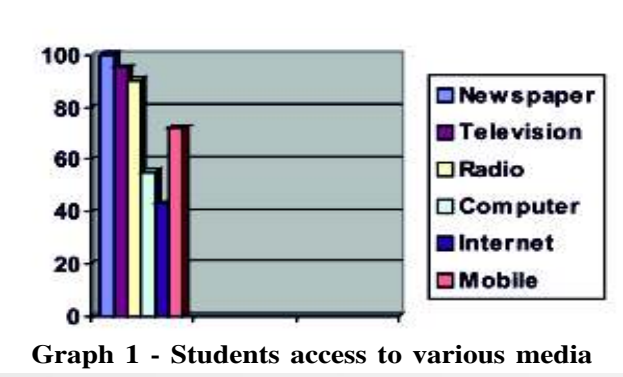
For conducting the study, a survey has been done on the undergraduate students of the colleges associated with Delhi University. Purposive Sampling Technique has been applied for the selection of the samples as subjects for the study. This sampling technique allows the researcher to select samples based on the elements of the population and the purpose of the study. Purposive sampling technique is widely used in field research studies where the study requires cases that don't fit into regular patterns of attitudes and behaviours.

To ensure a good representation of samples in the study, **One thousand five hundred seventy (1570)** units for study have been purposively selected by the researcher on the basis of the requirements of the study. While selecting the samples for the study, it has been kept in mind that the large number of samples should have watched UGC-CEC programmes at least once till the time of the survey, so that they can answer the queries regarding the access, content, nature, quality and time period of the educational programmes produced and broadcast by UGC-CEC more comfortably. A structured questionnaire, having both open and close ended questions, has been designed while keeping the objectives of the study in mind, to collect the information from the respondents.

Observations and findings

Out of 1570 surveyed respondents, 56% have urban background followed by rural (32%) and semi-urban (12%). As far as the linguistic background is concerned, 58% respondents get the classroom instructions in Hindi language while 42% respondents get their instructions in English language.

During the survey, it is observed that all the respondents have access to newspapers, followed by Television (95%), Radio (90%), Mobile Phones (72%), Computers (55%). 43% respondents have access to Internet-based services.



Graph 1 - Students access to various media

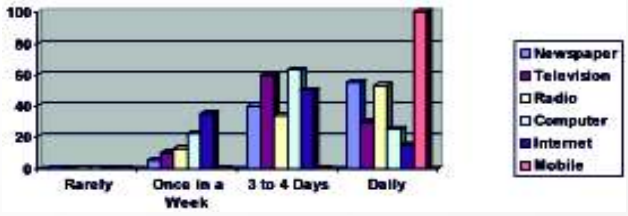
While surveying the exposure of students to different media, it is observed that 55% of the respondents read newspapers daily, while 40% have access to newspapers at least 3-4 days in a week. Only 5% respondents said that they read newspapers during the weekends. As far as television is concerned, nearly 30% students who are mostly day scholars have daily access to television programmes, while 60% respondents watch television 3-4 days in a week. Of these 60% respondents, most of them are residing in hostels and in PG accommodation. 10% respondents watch television only in weekends as they have less access to television. They mostly watch television at the common rooms of the hostels and at the homes of their friends.

53% respondents have daily access to radio programmes. The interesting fact is that most of these respondents prefer radio because it is easily available to them at their hostel rooms but as far as the programmes are concerned most of them prefer programmes of FM channels. 34% respondents listen to radio programmes at least 3-4 days in a week, while 13% respondents who are mostly day scholars listen to radio only during the weekends. The reason is that they have more media choices and they prefer television, internet and other visual mediums.

It is observed in the survey that only 25% respondents have daily access to computers. Out of this 25%, most respondents have computers at their homes. Some of them get regular access to computers at their college computer labs. 63% respondents do not have daily access to computers but they work with computers at least 3-4 days in a week. Most of these respondents access computers at cyber cafés, at their college computer labs and at the homes of their friends and relatives. 22% respondents mostly work on computers during weekends. These respondents get less opportunity to work on computers at their college labs and they are unable to spend money regularly on cyber cafes.

In the case of internet, it has been observed that only 15% respondents have daily access to internet. They have internet connections at their homes and some of them regularly access internet-based services at cyber cafés. 50% respondents access internet services at least 3-4 times in a week. Out of these 50%, most access internet at cyber cafés and at their college computer labs. 35% respondents access internet only during the weekends, as they have less access to internet at their college computer labs and they are unable to spend daily on cyber cafés. The interesting point which comes here is that many colleges have only stand alone Personal Computers and have less internet facilities. Colleges are unable to provide internet access to all the students frequently.

Mobile phone is a medium which is frequently used by all the surveyed respondents. The reason is that now a days the mobile sets are very affordable, less expensive and many telecommunication companies are providing special traffic plans to respondents.



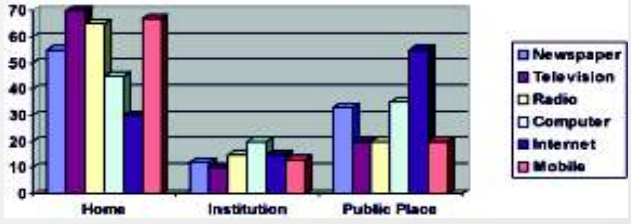
Graph 2 - Students access frequency to various media

As far as the access place to different communication mediums are concerned, it is observed that 55% of the respondents read newspapers at their home, while 12% read at their institutions especially at the library and common rooms. 33% respondents read newspapers at public places like public libraries, tea stalls, food joints, book/magazine stalls etc.

70% respondents access television at their home, while only 10% respondents access television at their colleges/institutions. 20% respondents access television at various public places. 65% respondents access radio at their home, while 15% respondents access radio at their colleges/institutions and 20% student's access radio at public places. Now most of the mobile phone sets have radio services hence it becomes very easy for the respondents to access radio programmes anywhere, anytime on their mobile phones.

45% respondents access computers at their homes, while 20% respondents have access at their colleges/institutions especially at their computer labs. Some libraries of the colleges also have computer facilities. 35% respondents work on computers at public places especially at computer cafés. Maximum number of respondents, that is, 55% access internet facilities at public places, especially at cyber cafés. 30% respondents access web-based services at their homes. Only 15% respondents access internet facilities at their respective colleges/institutions. 67% respondents access mobile phones at their homes, while 20% respondents access mobile phones at public places. 13% use mobile phones at their colleges/institutions.

Graph 3- Students access places to various media



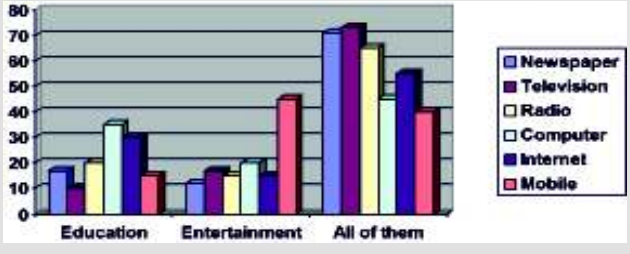
While finding out the preferred reasons behind the access of various communication mediums by the respondents, it has been observed that 71% of the respondents read newspapers for both education and entertainment, while 17% respondents said that they go through newspapers to educate themselves about the news and current affairs and also about the happenings taking place in their surroundings. 12% respondents told that they find newspapers a very good source of entertainment. As far as television is concerned, 73% surveyed respondents access television for both education and entertainment purposes, while 17% respondents feel that television is better meant for entertainment. 10% respondents prefer to watch television for educational purposes.

65% respondents listen radio programmes for both education and entertainment purposes, while 20% for education, 15% mean that radio is a good source of entertainment only. In the case of computer, 45% respondents use computers for both educational and entertainment purposes, 35% respondents are in favour of using computers for doing their college assignments, learning new skills and to widen their understanding about different

subjects and concepts. 20% respondents mean that computers are a good source of entertainment. They mostly watch movies, listen songs, watch television programs with the help of a TV tuner card and play games on computer.

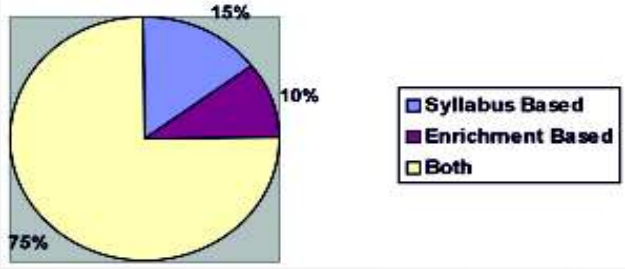
55% of respondents told that they use web based services for both educational and entertainment purposes, followed by 30% respondents who use internet for searching information, downloading information regarding their college assignments, go through career websites/portals, fill online forms, access course information etc. 15% respondents are in favour of working on internet for entertainment and recreation. These respondents mostly do chatting, listen to online music, play virtual games, and interact with their friends through social networking websites like Orkut, Facebook etc.

In the case of mobile phones, it is quite interesting to find that 45% respondents use mobile phones for sending SMS, listening music, playing games, taking photos besides routine communication. 40% respondents think that mobile phones can be used for both educational and entertainment purposes, while 15% respondents think that it is also a very good source of entertainment.



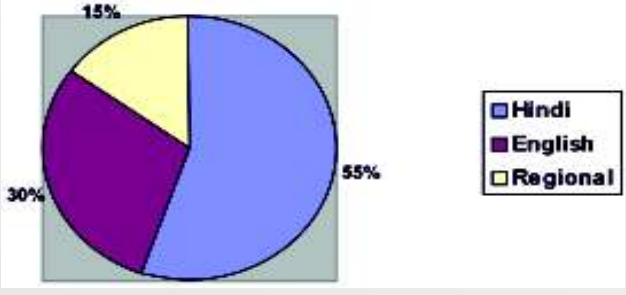
Graph 4 - Student's reasons to access to various media

While stating about the type of educational programs preferred by the respondents surveyed, a majority about 75% say that they like both syllabus and enrichment based program.



Graph 5 - Types of educational programmes preferred by students

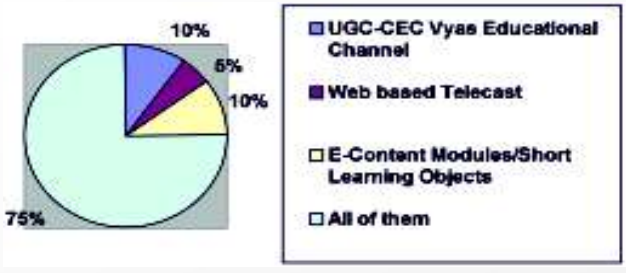
A number of subjects, which students study during their graduation program are delivered in English language especially the subjects belonging to Science and Commerce stream and Business Studies. But most of the surveyed students prefer to watch programmes in Hindi language.



Graph 6 - Language preference of the students

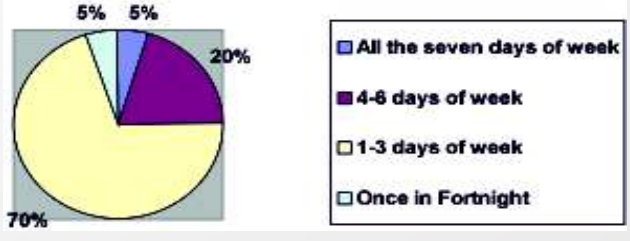
The native language provides them an opportunity to understand the subjects more clearly. But the requirement is to provide quality programmes. Respondents also agreed that multimedia inputs like text, graphic, animation and visuals make the educational programmes more interactive and innovative and thus help the students to understand the subjects very well. 75% percent surveyed respondents would like to access educational programmes having e-content modules

and also web based telecast services.



Graph 7 - Programme mode preference of the students

The preferred frequency of watching UGC-CEC programmes is generally three to four days of a week and five to six hours a week.



Graph 8.1 - Preferred frequency of watching UGC-CEC Vyas Educational Channel

Graph 8.2- Preferred time duration of watching UGC-CEC Vyas Educational Channel

70% students found syllabus-based video lectures good and relevant. They felt that instead of stereotype class room lectures, the use of multimedia advantages will encourage them to go through the programmes more frequently. This will increase their conceptual understanding about the subjects of their interest. The majority believe that programmes should not be merely syllabus oriented but should enhance their understanding of the application of knowledge. The learning should be focused on practical life situations and epistemological understanding should be encouraged.

While giving suggestions on making the programme more interesting, majority of young students suggested that programmes should be based on contemporary issues with focus on the application aspects. The programme should be in discussion form so that more participation is ensured. Use of visuals motivate the students to learn. Online contents having graphics, animations and visuals along with interactive features will definitely encourage learning among the students.

80% of students urged that there was a need for a radical approach to redesign syllabus based class-room teaching broadcasted over television and e-contents aiming to equip students with more than just skills in one discipline, but rather grooming them to become critically reflective, multiskilled, technically proficient and be able to process broad theoretical and contextual framework of their studying subjects.

Most of the students agreed that the faculties in their colleges are aware of the responsibility they bear and the classroom challenges they face but even then it is the right time to reexamine what course contents are offered to the students. Here educational programmes and e-contents of CEC can play an important role. In the context of industry oriented subjects like management, engineering, computer application, communication and media studies, fashion technology, commerce, biotechnology, social work, economics,

psychology the requirement is to have a consultation with the industry while designing the syllabus, e-contents and audio-visual programmes to balance between theory and practice. This will broaden the exposure of the students and will also find an innovative way to overcome the language barriers they face.

Efforts are required to make educators, programme producers, presenters and policy makers sensitive to the barrier that language creates so that maximum participation of students in an interactive learning environment can be ensured.

Conclusion

Today, to be able to meet the challenge of the global information economy, it is important to understand how university education influences societies and how crucial it is for young people who are studying in universities/colleges to acquire knowledge while evolving a highly professional perspective.

Faculties and educational broadcasters who are imparting formal and informal education to these young undergraduate students should have substantial knowledge in their respective subjects and they should know how this information should be transferred to the students in an innovative way.

Educational programmes produced by UGC-CEC through Vyas channel provide both the academics and students an opportunity to make the learning more interesting, innovative and participatory. The need is to orient both faculties and students to much needed competencies, habits and perspectives which help both of them to grow in their respective professions and field of knowledge.

Educational programmes should be designed and produced in a highly innovative way to respond to the increasing need of the industry and society for knowledge and skilled professionals and executives who can work with authority in their subject areas. Audio-visual programmes and e-contents for web should be developed for students to provide them an international perspective and a globalised professional orientation.

The university and college faculty involved in the production of educational programmes should keep abreast with the latest happenings taking place in their subject areas and must transfer this to their students in creative manner. Continuous interaction is required between the producers and the content providers of educational programmes so that regular exchange of ideas, skills and knowledge should take place.

Interactive features of new web based technologies will help all of us to produce good quality programmes with visuals, graphics, animation, creative buttons, audio, text and pictures. But the most important thing to remember is to show serious concern about the improvement of qualitative learning methods. In the present age of competitiveness, efforts should be made to encourage inter-disciplinary teaching, innovative multi-media approach, and collaborative exercises, regular training sessions for content developers / programme producers and university-industry collaboration to enrich educational programme production and broadcasting in India. Here, a lot of initiatives have to be taken, both at policy and execution level.

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TV channels support for agriculture and alternate livelihoods : A study of ETV vs other TV channels

*C.S.H.N Murthy**
*Reetamoni Das***

ABSTRACT

A study has been undertaken to examine how far the television channels, numbering about 450 at national level and about 44 in the state of Andhra Pradesh transmit agricultural programmes meant for the effective and economic cultivation of land by the farmers who are already suffering from the stress of ailing agriculture. The study covered the ETV coverage of Annadaata (a farming programme meant for the farmers of Andhra Pradesh) versus other television channels such as TV5 and Doordarshan (DD), a public sector broadcasting service. The study also analyzed the contents of the farmers' programmes transmitted on ETV and other TV channels. Our preliminary studies, based on direct observation and analysis of a continuous two months samples of telecasts of Jai Kisan (evening programme of ETV), Annadaata,(morning programme of ETV) Krishidarshan (DD programmes both morning and evening), and other TV channels (TV 5) revealed that ETV remained top in offering programmes meant for the economic welfare of the farmers and their alternate livelihoods followed by the DD (Doordarshan), Hyderabad with other channels doing almost nothing in this aspect. Though the content transmitted thus far in these three channels is negligible compared to other political and entertainment news the channels aired, it is even lesser in other channels, say almost nil. The study stresses the need to enhance the support from these local media channels with a missionary zeal to protect the degenerating farming community in Andhra Pradesh.

Introduction

Though there are nearly 450 television channels in India (Pradip NT, 2010: 71; Maya Ranganathan and Usha Rodrigues, 201: xi), the support of this important and effective medium for agriculture and alternate livelihoods is very meagre. Whereas Doordarshan as a national channel is duty bound to offer agricultural communication in every region of the country. There are no regional channels in any state except the state of Andhra Pradesh which are offering some inputs to the farmers both in the farming traditions/systems/ practices and in modern management techniques such as innovations and marketing strategies. In Andhra Pradesh ETV, which has a network of 12 regional television channels in twelve states of India, is offering agriculture related programs in the name of *Annadaata (ETV)* and *Jai Kisan*(ETV2*)* . In addition to ETV, ETV2 also offers agricultural program-*Jai Kisan*. In the last 3 years TV 5 too started offering agriculture related information/ reporting in the evening between 5.30 pm to 6 pm. Of late NTV is also offering an agricultural program for a limited time each day.

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But one question which remains unanswered and daunting is that—why all other television channels both in the state of Andhra Pradesh and elsewhere in India feel that they do not have any social responsibility (corporate social responsibility) towards the most important sector of India namely – agriculture and its community, most of which are marginal and small scale farmers. The reason for such a demand stems from the fact that the problems of the farmers in India are not homogeneous. Region wise, locality wise, climate wise, soil wise, and water availability wise the issues related to farming and farmers are quite divergent. Again intensity of these problems is not homogeneous in the entire country.

In order to address such a vast canvass of common and divergent issues of farmers in time, only a satellite based communication and information technology like electronic media, especially television is the best source of aid/support to agriculture. Way back in 1975 the famous Satellite Instructional Television Experiment (SITE) was conducted in collaboration with the ISRO and with the help of US satellite technology to help inform the farming community (Singhal and Rogers, 2001). It was a great success. However, there was a lag phase immediately after that with Doordarshan alone sharing the whole burden of informing and educating the farmers about the latest agricultural farming practices and methods to contain pests etc.

With 80% population depending on agriculture and the roots of cable television spreading to the villages, thanks to the fast spread of telephone and satellite communication (Singhal and Rogers, 2001), there should not be a problem for the television channels to go for farmer/kisan centric programs. But, yet this is not happening. Even reporting on farmers' burning issues is not regularly done by many news channels, let alone entertainment channels in India. Most of the news channels, therefore, have come to acquire an epithet as 'urban centric' and 'elite centric' too. Though such criticism is around for quite some time, there appears to be little realization of the importance of supporting agriculture among television channels in India. Most of the channels appear to be having a mandate of transmitting the entertainment programs at the cost of food-which only farmers in India alone can produce by toiling night and day in the field-without which we cannot watch any of the television programs in a laid back mood.

Literature Review

A brief overview of Indian Agriculture

For over a decade, Indian agriculture has been on the decline. Serious concerns have been expressed over this depressive and lasting scenario by experts and officials both from the side of the government and academic institutions but no tangible and problem solving solutions have emerged so far. There are several factors which are affecting the agriculture and the farming community in India (Murthy, 2008:169-179; Murthy, 2009:1-7).

Firstly, the Indian agriculture is monsoon dependent and there has been a continuous monsoon failure for successive years in many regions of India during 1999-2009. Paradoxically, there has been excess rainfall in certain areas which has resulted in the flash floods. Occasional untimely cyclones have devastated the crops of small farmers. The area under cultivation for food grain crops has remained constant at about 124 million hectares from 1970-1971 till 2009. The environmental imbalance has become more accentuated and a scientific study of the impact of such imbalances

in the environment on agriculture has to emerge yet.

M.S. Swaminathan has made an in depth study of the problems of ailing agriculture in India and has submitted a report to the Government of India. According to Swaminathan (2009) there has been man wrought destruction of farming too. The role of middle men, who form syndicates, the under pricing of the produce of the farmers, the government's failure to offer support price at the right time, the role of private bankers collecting high interests from the farmers for short term loans, the over all price rise of all agricultural in puts, and the failure of the governments to provide quality seeds/ manures at subsidized prices on time and small/ marginal farmer's poor knowledge or expertise to overcome situational strategies in farming methods are some of the factors which have brought Indian agriculture to the brink of disaster today (Drought threatens India's farm and its economy. The Economist. July 22, 2009. http:// www.economist.com/node/14070447/comments). Of all the three farmer groups (small medium and large-scale farmers), mostly the small/marginal farmers are worst affected and are even committing suicides.

Commenting on the extremity of the drought situation, Santwana Bhattacharya wrote (India's rain brings crop of doubt: Sept 10, 2009) that the Indian government, for one, claims that 'it will be able to insulate the bottom rung of society from the vagaries of drought'. The class of landless agriculture labour, bereft of any farm work, has been promised sustenance wages through public works initiated under the welfarist National Rural Employment Guarantee Act (NREGA). But perhaps they are not the worst victims. For that, one may have to look at the next tier on the economic pecking order - the small and medium farmer, whose heavily debt-powered investments on often merciless plots of farmland represent one of the riskier forms of venture capital the world has known. It is from these strata that one hears news of farmers' suicides.

In the six weeks up to August 27, more than 150 farmers committed suicide in Andhra Pradesh alone, according to an Associated Press report citing opposition parties and farmers' groups. That was six times the official toll of 25 farmer suicides in the state, where 70% of the 80 million population depend on agriculture, the report said.

Low land-man ratios have been the norm all over and unproductive agriculture led to the creation of a growing population of casual labour as opposed to wage labour. (Pradip NT, 2010: 57). Economist C.T. Kurien wrote that for the period from 1901 to 1961 cultivators accounted for about 53% and agricultural labourers between 14 and 17 per cent. There was a very drastic change in this composition in the decades of the sixties. The share of cultivators came down from 52.3% in 1961 to 42.9% in 1971 while that of agricultural labourers increased from 17.2% to 26.9% which has continued through the seventies as well (Kurien CT, 1987: 6).

Though technologically India is today far advanced than it was during the 1980s, when the country benefited largely from the green revolution and the white revolution, these advancements have not been rendered into a source of consistent and constant support to farmers in all the regions. Pradip writes, 'while the Green Revolution certainly increased agricultural production and turned India in to a food-grain surplus country, it also reinforced already existing disparities and large-scale agricultural innovation systems such as the World

Bank's Training and Visit (T and V) System that was directed towards increasing the productivity of 'contract' farmers who more often than not happened to be wealthier farmers (Pradip NT, 2010: 58). As a result, the communication gap between the farming community and the expanding technologies and farming strategies has been constantly extending to the horizons leading to the further accentuation of misery of the farmers (Griffin, 1975; Frankel, 1978; and Menscher (1978).

Media support to agriculture-an Indian perspective

In the opinion page of The Hindu (Nov 22, 2009), in response to the call given by M.S. Swaminathan for 'Second Green Revolution' to put the agriculture back on track with the spirited support of media, several people from scientific community, media, academics and lay persons have sought media intervention as an essential strategy to help the farmers over come the current crisis (http://www.thehindu.com/opinion/Readers-Editor/article53140.ece accessed on Aug 5, 2010).

Though there has been media support to agriculture for quite a long time both in the All India Radio (in the form of Radio Forums) and in the Television since the launch of Satellite Instructional Television Experiment (SITE) in 1975 with the help of ISRO in collaboration with NASA and US satellite, connecting nearly 2330 villages across six states, the support has not been proportionate to the needs of the farmers. In fact Mody has pointed out that the SITE program was commissioned to further the political objectives of an increasingly unpopular government (Mody, 1987: 156).

Though the land holdings in agriculture have been gradually declining, the number of farmers and the area of cultivable land have certainly gone up over years. Yet, the electronic media both television and the FM Radio, which in the post liberalization era has virtually benefited from the transmission of a variety of commercial programs and the market driven journalism, has hardly felt it either feasible or necessary to focus on the need to support the Indian farmers and agriculture at this time when it is required most.

International relevance of the study

The study assumes relevance to the international society in the post globalization era as it has not been a practice either abroad or in India to telecast programs beneficial to farmers in order that the farming community could take better informed decisions on the desirable and relevant agricultural policies from time to time. There are a number of foreign television channels either directly beaming from abroad (e.g. HBO, FOX, CNN, BBC etc) or indigenous channels in tie-up with foreign channels or channels independently operating in India in the post globalization period since 1990s. But, most of them ignored this important sector of communication, as part of their 'public sphere' (Habermas, J: 1987). The present study examines whether such ignoring of this important communication by both foreign or indigenous channels in India has a crippling effect on farming in the third world country, especially an agricultural dependent country like India and many other countries located in Africa, Latin America and South East Asia. The study is thus a pilot study in this direction.

Support of Three Television Channels for Agriculture in Andhra Pradesh

In Andhra Pradesh there are about 44 commercial television channels. Some of them are news channels where as a majority of them are

entertainment channels. Out of these, only three television channels namely *ETV* (A Unit of *Eenadu* group of Media houses), *Doordarshan* (Government owned) and *TV 5* (a Shreya Broadcasting Service Pvt Ltd) have been transmitting the programs on agriculture (see Table 1 for the details of the programs and their duration of transmission per week).

Where as *Doordarshan* has been airing the agriculture programs since 1978 when the programs were transmitted in the name of *'Paalu-Chelu'* (Milk and Fields), the ETV established in 1995 started beaming the *Annadata* Program since its inception. The proprietor of ETV and *Eenadu* media group Ch.Ramoji Rao by conviction is committed to the cause of farmers' welfare and has been publishing a monthly magazine called '*Annadata'* since *Eenadu* news daily was established.

Commenting on the significant place *Annadata* magazine occupies today in India's leading agricultural publications the ABC says, *'Annadata*, a unique magazine for farmers was set up in 1969. *Annadata's* genesis lies in understanding that farmers need to know about farming in their own languages. *Annadata* has become one of the foremost magazines for farmers (Circulation ABC July-Dec 2005: 1, 66,145).

The ETV channel which is airing *Annadata* program in the morning has started its second television channel ETV 2 on Dec 28, 2003 and ever since it has started beaming a 'farmer centric program' in the evening, entitled *Jai Kisan*. The television channel TV 5 has begun to transmit the programs on agriculture entitled *'Annapoorna'* since Oct 2, 2008.

Aims of the Study

The present study, therefore, is an effort to examine:

i. how far the existing electronic media (in the private and the government sectors) are transmitting the agricultural programs enabling the farmers to make informed decisions in their professional practices at low costs with reasonable returns.

ii. how far the coverage is addressing all the major areas of burning issues of farmers and farming strategies and techniques, and

iii. to examine whether the existing programs are sufficient or need to be further broadened to offer more inputs for the benefit of the farmers.

Methodology

The study has been primarily a descriptive one based on content analysis. Though inter-coder reliability tests have been conducted for the reliability of the data, an in-depth discussion with open ending questions with the producers of the programs of all the three television channels has been done as described by Lindolf and Taylor (2003) in Methods of Qualitative Communication Research.

The three television channels-ETV, ETV2, TV 5 and Doordarshan (DD), which have been transmitting the agricultural programmes as mentioned above, have been observed for their nature of the programs, coverage and the extent of the programs, and content of the programs in order to find out how far these programs meet the requirements of the farming community in terms of knowledge expertise, resources of know-how

and methods of practices, both traditional and new, and the problems confronted on day to day basis.

Sample : The contents of the programs transmitted during the months of May and June 2009, and January and February 2010 by ETV, ETV 2, TV 5 and DD have been chosen for the study for both Kharif and Rabi seasons.

Primary Sources : The clippings of the transmitted television programs for these months have been recorded/ collected from the respective channels and have been carefully scrutinized for their content.

Secondary Sources : Books, magazines and relevant printed materials.

Coding the content : The content of the clippings has been coded for the specific categories (see the Tables IIIa to VI) and their relevant application to the agriculture. The relevant terminology of category related to specific program of transmission has been developed after initially watching the content for a month for two or three times by the coders. It is thought that the categories arrived at, have been confirmed for further study.

Units of Analysis : The frames of each category of content and the characters on the frames such as farmers, scientists, anchors/reporters constitute together a unit of analysis.

Inter-Coder Reliability : The content/units of analysis were coded first time by the author for each category for all the channels. The same content was re-coded using the specific criteria as developed above, after a lapse of time by the second coder again. 10% of the sample that is not included in the study during initial period of watching of sample programs has been first subjected to coding and recoding by the coders to arrive at reliability of the coding data. The inter-coder reliability using Holsti formula has been 90% for overall categories which is a satisfactory value. For individual categories the value has been varying between 85-95%.

Operational Parameters

1. *ETV—-Annadata's programs*: Mainly meant for demonstrating the methods/materials/ processes of farming across a spectrum of techniques/management.
2. *ETV 2-Jaikisan's* programs: Mainly meant to focus on an array of problems confronted by the farmers on day to day basis (eg. lack of support price, demand for manures/fertilizers, bank loans, protesting against the role of middle men, failure of the government to support the farmers in time, etc).
3. *TV 5—Annapoorna programs:* Mainly meant to show programs falling under both the categories as explained in respect of *Annadata* and *Jai Kisan* of ETV.
4. *Doordarshan—Kisan/Rytu Nestam programs:* Mainly meant to transmit the programs falling under both the categories as in the case of TV 5.

Selection Criteria of the programs : Almost all the channels have adopted a three point criteria of selecting/scheduling the programs. Most important of all being the timeliness/seasonal requirements and contemporary reporting by the media in general of the problems faced by the farmers (see Table II).

Terms of Discourse : After a thorough study of the content under the sample, a number of categories under which the broad content could be placed have been developed. As per the content of

the program transmitted by the respective channels, the content has been identified against the corresponding channels as follows:

ETV, TV 5 and DD Programs— Methods and Practices **:** Ag (General), Horticulture, Ag (Cereals/Pulses), Ag (Manures/Fertilizers), Ag (Spices), Animal Husbandry, Poultry, Sericulture, Floriculture,), Pisciculture.

Broad Categories **:** Crop Management, Pest/ Disease Control, Innovations, Success Stories.

ETV2, DD and TV 5 Programs—Market and External Support issues : Marketing, Low Cost Technology, Irrigation, Labour Shortage, Power Cuts, Calamities, Low Yields/Income, Innovations, Success Stories, Seed Collection, Seed Distribution, Interviews, Lack of Technical Support, Low Prices, Counselling & Extensive support by Govt., Support from Non-Govt. Society, Govt. failures , Misuse/ Corruption, Manures/ Fertilizers Availability and Shortage

Most of the terms used in categorizing the content against each channel transmitted programs are self-explanatory. Neither are they new nor do they require any elaboration. They have been in use in agriculture jargon for quite a long time.

Against this backdrop the study intends to examine the following research questions:

Research Questions

RQ1. How far the existing electronic media (in the private and the government sectors) are transmitting the agricultural programs enabling the farmers to make informed decisions in their professional practices at low costs with reasonable returns?

RQ2. Are these programs truly representative of the farmers' needs in transmission?

RQ3. Whether the coverage of the programs is addressing all the major areas of burning issues of farmers and farming strategies and techniques?

RQ4. Whether all the regions of the state have been represented in the programs?

RQ5. To examine whether the existing programs are sufficient or need to be further broadened to offer more inputs for the benefit of the farmers?

Analysis and Discussion

The study found that there is a world of difference in the content between *Annadata* and *Jai Kisan*. It is indeed a matter of great surprise to see that two different and distinct orientations of programmes could be developed by a private television channel (*ETV and ETV2*) as to the transmission of agricultural programmes. Such clarity is definitely missing in respect of *Doordarshan* and *TV 5*.

Further, the time dedicated for the agriculture programs in *ETV* and *ETV 2* combined is almost equivalent (6 hours) to that of the time slot given per week by *Doordarshan (6 hours and twenty minutes.(see Table 1)*. May be in some measure *Doordarshan* is transmitting a little more time than ETV due to its commitment to telecast, both through broadcasting and narrow casting.

Both ETV and ETV 2, and *Doordarshan* have the prior-scheduling of the programs and develop the programs accordingly. Though Doordarshan by virtue of being run by the government cannot be flexible in amending its prior-scheduled programs based on the contingencies developing from time to time, ETV and ETV 2 showed some departure and flexibility in respect of the content to be aired

in times of distress/calamities or other exigencies. This was explained by its producers Amirneni Harikrishna, Giridhar and Sekhar (ETV 2) and also Ranga Rao and Vakula (ETV). In respect of *Doordarshan* programs the involvement of scientists is more due to its being a government run electronic media, says Ranga Rao.

In our study, we found that *Doordarshan* engaged more phone-in programs using agricultural scientists though the programs are more of oral presentation of messages to the questions raised by the farmers. On the other hand, the ETV offers *Annadata help line* - a live program wherein answers are shot in the place/field, which offered a demonstration approach to clarify the doubts raised by the farmers.

Ranga Rao is of the opinion that for many problems which farmers seek answers during phone-in, it may not be possible to answer all of them in depth. Hence, ETV has designed *Annadata* help line program where it will address the previously received questions through appropriate techniques/methods demonstrated through visuals/ clippings.

Though this author has nothing against accepting Ranga Rao's statement *per se*, *Doordarshan*'s efforts to offer online answers through help-line through the involvement of scientists is in keeping with the scientific contour, the programs deserve. The *Doordarshan'*s view is that it offers credibility to the government run programs, says Yarlagadda Sailaja, the producer of *Kisan, Rytunestam* and *Vyavasaya Vigyanam* programs.

Since TV 5 commenced the programs only a couple of years back, the producer Sridevi explained that at present they are airing once in a week, live-show program to address the problems of the farmers. But they are not supported by any practical clippings or visuals like ETV. Since most of the programs which TV 5 transmits are based on the reporters' footage, they may be showing the reporters' footage only wherever applicable or relevant.

As for the distribution of specific programs (see Table IIIa and IIIb and IV), some important striking similarities are found. Almost all the channels have been focussing mainly on general agricultural practices followed by horticultural practices. Compared to the percentage of programmes aired in these two specific categories, the programs related to other areas such as poultry, fisheries, floriculture, etc which we categorized as alternative livelihoods for small farmers during non-season times, are very less. Further programs like innovations and success stories are also very less in percentage. However, in this respect ETV and ETV 2 are slightly a step way ahead compared to *Doordarshan* and *TV 5*.

Similarly programs like *Jai Kisan* of *ETV* and *Annapoorna* of *TV 5* have more marketing focussed transmissions compared to the other problems encountered by the farmers such as low yields, power cuts, lack of irrigation support, lack of government support in times of calamities etc. (see Table IV).

However, ETV has given a lot of importance to Crop Management, Innovations, and Success Stories more than *Doordarshan* and *TV 5*. It is a great satisfaction among all other broad categories.

By comparing the schedule of programs and

the programs transmitted by each television channel under study with the different regions/districts of the state of Andhra Pradesh, we have also found that the entire state is not represented in any calendar of programs of any television channel. When this question was raised during our in depth interviews with the COO of ETV Ranga Rao and Vakula (*Annadata* team), Yarlagadda Sailaja of DD and Sridevi of TV5, the answer given was that mostly agricultural issues specific to Kharif /Rabi and specific to particular crop are same all over the other farming related issues specific to a region and location therefore naturally could not find space in the programs. They also explained a scenario of transmission in the programs they follow: (i) Firstly they transmit the programs common to the entire state like Mirchi (Red Chilli), Cotton, Paddy, etc. Then they need to offer follow up programs to the first program. (ii) Secondly they try to make their half an hour program as divergent/pluralistic/ inclusive as possible. Out of four programs that find space in half an hour schedule, one or two fall under common agriculture issues whereas the remaining two are divided among alternative livelihoods like poultry, fisheries, animal husbandry etc. This pattern of programming sounds all right as ETV is doing its programs on no loss and no profit basis though it is in private sector and DD is doing its best as mandated from the public sector point of view.

But, will such programming meet the needs of the entire state and farming community, is a billion dollar question. When we raised this question, Ranga Rao and Yarlagadda Sailaja both replied in the negative. They feel the present efforts of the ETV and DD are nowhere near the actual magnitude of the requirement of the farmers of the state. More and more television channels like TV 5 and NTV should join the efforts. At this time, the suggestion to run a 24x7 television channel entirely devoted to farming and alternative livelihoods has been put to discussion. Both Ranga Rao and Sailaja felt though it is a good idea which even Government of India once toyed with and even consultations were done with experts, somehow the idea ultimately did not curry favour with the concerned Ministry. At the end the idea to go for a 24x7 television channel has not come through.

The study however found that presently there is emphasis on a few areas compared to the entire spectrum of farming problems and farmers' issues on entire state basis. A lot many areas, as is evident from the Tables IIIa to IIIb, are to be covered for which the study demands more dedication of time and coverage by television channels.

The study further concludes that the present study is a first ever attempt in a small way in relating the agricultural programs to the contemporary needs of the farming community, which is under severe stress, and there is an urgent need to undertake an extensive study on the entire gamut of the programs being transmitted the entire year. That is what we consider as a limitation to our study too. Thus the study found answers for all the Research Questions R1 to R5 raised.

Further, the study calls for wider participation of many more electronic media channels in coming to the aid of the farmers and farming problems in terms of practices and alternate livelihoods. The study also recommends for an examination of larger samples comprising two years minimum to stabilize the findings further arrived at in the present study.

Table I. Statement showing the timings/duration of Farmers' Programmes in various Television Channels in Andhra Pradesh

S. No.	Name of the Channel	Title of Program	Time of the progam	Duration of the program	Total Time per week
1	Eenaadu Television *(ETV)*	*Annadaata*	6.30 am	30mts	3 hrs
		Jai Kisan	6.30 pm	30mts	3hrs
2.	Doordarshan *(DD)*	*$i.Rytu Nestam*	6.25 am	35mts	2 hrs
		(Broad casting:Statewide)	7.00 pm	55mts	
		**ii.Kisan*			
		(narrow casting :	6.30 am	30mts	3 hrs
		Local problems	7.00 am		
		90 kms radius)	6.00 pm	25mts	
		iii.*Vyvasaaya #Vigyanam*	6.25 pm	25 mts	
		(Only Tuesday)			
3.	*TV 5*	*Annapoorna*	5.30 pm	30 mts	3hrs
			6.00 pm		

- *Transmitted for one hour in combination with Broadcasting at a stretch between 6 am to 7 am in certain select local transmitters such as Bhimadole, Tuni, Anakapalli, etc. First 6am to 6.30am narrow casting (repeat) and 6.30 to 7 am broadcasting**.**
- $ *Rytunestam* includes *agricultural news bulletin (first 8mts every day), phone in* (every Friday), etc.
- # *Vyvasaaya Vigyaanam* replaced *Ryte Raaju – a first ever farmaers' quiz program* which was carried out for 50 episodes in the country. *Vyvasaaya Vigyaanam* comprises three parts: Information about Agircultural Research Institutions and Local Research Stations, Success stories of farmers selected by both Government of India and State Government of Andhra Pradesh, and Value Added Products.

Table II. Statement Showing Criteria of Selection of the Farmers' Programmes for Transmission in ETV, DD and TV 5

S. No.	Name of the Channel	Criteria of Selection of Programs	Whether Schedules are drawn earlier? Yes/No	Remarks (if any)
1.	*ETV Annadaata* (Materials and Methods, farming techniques and crop-	1. Based on the news reports concerning agricultural problems of farmers from entire State. 2. Annadata Bureau planning based on	Yes	Deviations are there from the scheduled programs due to natural calamities/

	management oriented programs, etc. & *ETV Jai Kisan & TV 5*	seasonal requirements for crop-management, etc. 3. Farmers' on line feed back		crop failures due to fake seed sowing, etc.
2.	Doordarshan —*Rytu Nestam* —*Kisan* —*Vyavasaaya Vigyanam*	1. Based on the news reports concerning agricultural problems of farmers from entire State. 2. State Government Agriculture Department, Doordarshan Officials jointly work out the program schedules. 3. Scientists from AP Agriculture University and Regional Stations involved	Yes	Deviations are very less compared to other channels as they are prescheduled after consultation with the State Government and Experts.

Table III (a). Program Distribution of ETV (Annadata), TV5 (Annapurna) and Doordarshan

S. No.	Category of Specific Programs	No of Programs Transmitted											
		May 2009			June 2009			Jan 2010			Feb 2010		
		TV5	ETV	DD	TV5	ETV	DD	TV5	ETV	DD	TV5	ETV	DD
1.	Ag(General)	48	34	26	36	37	48	32	27	13	32	26	14
2.	Horticulture	21	43	11	17	42	09	26	57	08	26	32	06
3.	Ag (Cereals/Pulses)	0	12	04	03	10	05	05	12	03	05	22	05
4.	Ag (Manures/Fertilizers)	2	05	03	02	01	05	05	06	05	05	07	04
5.	Animal Husbandry	1	10	04	02	05	05	01	00	05	01	01	07
6.	Poultry	1	02	01	04	14	0	0	09	0	0	11	0
7.	Sericulture	0	02	03	0	01	03	0	02	0	0	01	0
8.	Floriculture	1	04	0	01	0	0	02	01	0	02	02	0
9.	Ag(Spices)	2	01	0	01	04	0	01	05	0	01	06	0
10.	Pisciculture	1	05	02	03	05	04	0	05	04	0	06	04
11.	Innovations	0	0	0	01	0	0	0	0	0	0	0	0
	Total Programmes :	**77**	**118**	**54**	**70**	**119**	**79**	**72**	**124**	**38**	**72**	**114**	**45**

Table III (b). Broad Categorization of Programs of ETV (Annadata) and Doordarshan

S. No.	Broad categories of Programmes	No of Programs Transmitted							
		May 2009		June 2009		Jan 2010		Feb 2010	
		DD	ETV	DD	ETV	DD	ETV	DD	ETV
1.	Crop Management	03	75	02	84	01	87	03	90
2.	Pest/Disease Control	0	22	05	22	06	28	06	19
3.	Innovations	01	09	05	06	07	05	0	06
4.	Success Stories	0	03	0	07	0	10	0	11
	Total Programmes :	**04**	**109**	**12**	**119**	**14**	**130**	**09**	**126**

Table IV. Program Distribution of ETV (Jai Kisan) and TV5 (Annapurna)

S. No.	Category of Specific Programs	No of Programs Transmitted							
		May 2009		June 2009		Jan 2010		Feb 2010	
		TV5	ETV	TV5	ETV	TV5	ETV	TV5	ETV
1.	Marketing	22	26	13	26	13	22	5	11
2.	Low cost Technology	1	3	0	0	0	0	0	1
3.	Irrigation	9	7	6	12	4	11	5	11
4.	Labour Shortage	0	1	0	0	0	0	0	0
5.	Power Cuts	1	2	0	1	0	1	0	03
6.	Calamities	5	2	4	5	3	4	1	04
7.	Low Yields/Income	3	5	0	5	0	6	0	03
8.	Innovations	0	2	2	1	0	5	4	02
9.	Success Stories	1	3	1	2	2	10	2	03
10.	Seed Collection	0	1	0	0	0	0	0	0
11.	Seed Distribution	3	4	2	5	1	3	3	03
12.	Interviews	0	2	2	0	0	0	0	03
13.	Lack of Technical Support	0	1	0	0	0	0	1	0
14.	Low Prices	0	1	0	0	0	2	0	08
15.	Counselling & Extensive support by Govt.	0	3	0	1	0	3	1	01
16.	Support from Non-Govt. Society	0	1	1	4	1	2	1	03
17.	Govt. failures ,Misuse/Corruption	1	3	0	12	1	09	0	07
18.	Manures/ Fertilizers Availability & Shortage	3	0	0	01	2	2	1	03
	Total Programmes :	**49**	**67**	**31**	**75**	**27**	**80**	**23**	**66**

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Factors affecting the circulation of newspapers - A Study

Tapesh Kiran*

ABSTRACT

There was a time when journalism was a mission and newspaper was a weapon. The lyricist considered its might and once said 'when there is competition of missiles, the newspaper.' While in the battle of freedom, the newspaper proved a weapon. It became a strong medium of public awakening. With its strong contribution, journalism established itself as a fourth-state in democracy. In the 21st century, the meaning of journalism has changed a lot and now marketing and consumer era has dominated the whole system, including media. The newspapers are termed as 'Product' and readers have become 'Customers'. When media has become openly commercialized, the "mission" has taken the backseat. Like other products i.e. oil, soaps, shampoos etc which offer incentives to boost sales, like wise, the newspapers also started offering cash incentives or other benefits like free gifts etc. In other words, the circulation number has become permanent aspect for newspapers. On the basis of circulation capacity, the advertisements are given to newspapers. The Department of Audio–Visual Publicity (DAVP) also determines rates of advertisements on the basis of circulation of newspapers. While "sale based schemes" have taken permanent seat, the news items are being considered secondary. Some newspapers, with a view to capture maximum readership, have started printing newspapers in multi-colors. This practice took sharp increase in Haryana after 2004. On the whole, the public taste slogans and schemes have made desirable impact.

Though, in Haryana, Dainik Tribune, Punjab Kesari, Jansatta, Hindustan, Dainik Jagran etc remained popular but the era after 2000 saw a sense of competition. This year, the popular Dainik Bhaskar, based from Madhya Pradesh, stepped in Haryana. First time, in the history of journalism, a door-to-door survey was conducted; newspapers booked and distributed gifts in the shape of calendar, diary and telephone directory etc. The same tactics were followed by Punjab Kesari and Dainik Jagran in Haryana. With this system, journalism and newspaper diverted in commercialization. At present besides Bhaskar, Jagran and Punjab Kesari other newspapers are

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Amar Ujala, Dainik Tribune, Hari Bhoomi, The Tribune, Hindustan Times, and Times of India are mainly in circulation. By the year 2004, Dainik Bhaskar, Dainik Jagran and Punjab Kesari started local district- wise publication of editions from Hissar, Panipat and Ambala. From here, the concept of two types of newspaper come into existence. There are other papers also which abstained from such practice. Therefore, the period of study was determined from 2004-08. Dainik Bhaskar, Dainik Jagran and Punjab Kesari were chosen for comparative study of leading expansion category in 'local-pull-out' and Dainik Tribune, Amar Ujala and Hari Bhoomi were put in 'without local-pull-out category'. There are only six leading newspapers in the state which contribute a large part in expansion. The efforts and impact done by these papers for increasing their circulation are discussed in research. The factors which contribute in increasing circulation and classification of news, level of news, layout, design, cost, attractive printing, feature page, magazine, number of pages, commission of agents and hawkers, survey, schemes, local-pull-out and gifts. Three major factors have been earmarked for researches which affect the circulation of newspapers in Haryana. The research points out that there are three factors that play a vital role in increasing the circulation and remained on equal footing. By adopting such schemes, Dainik Bhaskar and Dainik Jagran succeeded in increasing their circulation. The papers which published local news in district-wise "local-pull-out"editions increased their circulation ten times. The papers which did not start such schemes are lagging behind in circulation-competition. The research highlights three major factors i.e. price, gift schemes and local-pull-out, which affected the circulation.

Effect of Schemes

The research, during the period 2004-08, points out that the major commercial media group never stopped the schemes even for a day. Dainik Bhaskar and Dainik Jagran newspapers attracted readers by offering schemes which were in crores of rupees.In year 2003, Dainik Jagran offered "Jagran Aya, Uphar Laya" and "Khelo Jagran Tambola" schemes. Before the start of these schemes, the circulation was 156118 which increased to 185723. In 2004, due to these schemes, registered an increase of 30000 copies. The result exhibits clear effects of schemes. In 2004, a special scheme was introduced for Haryana – "Haryana Jagran Dhamaka". This scheme also showed positive response and an increase in circulation by 28000 copies.

Likewise, Dainik Bhaskar started new scheme –"Jeeto Panch Crore" and " Har Mahiney Malamal". These schemes also yielded results and during the first six months of 2004, the circulation of newspaper is 2,48,994 and increased by 24,098. Like Dainik Jagran, Dainik Bhaskar also started scheme of "Jeeto Haryana" in Haryana, but failed to attract, rather it decreased the circulation by, 10000 copies, i.e. the circulation stepped down from 2,73,092 to 2,64,202 copies (in second phase of 2004). To fill up the gap, Dainik Bhaskar adopted new schemes of cash prizes and started " Kiske Honge Sapane Sakar". The first six months of year 2005, schemes showed remarkable results and increased circulation by 11% i.e. the number increased from 2,64,202 to 2,93,264. In the second phase, this scheme could not find favour and circulation declined by 28000copies and the circulation came to 265556. In the year 2006, Dainik Bhaskar restarted the scheme " Jito Panch Crore" which did not delivered desired results. It

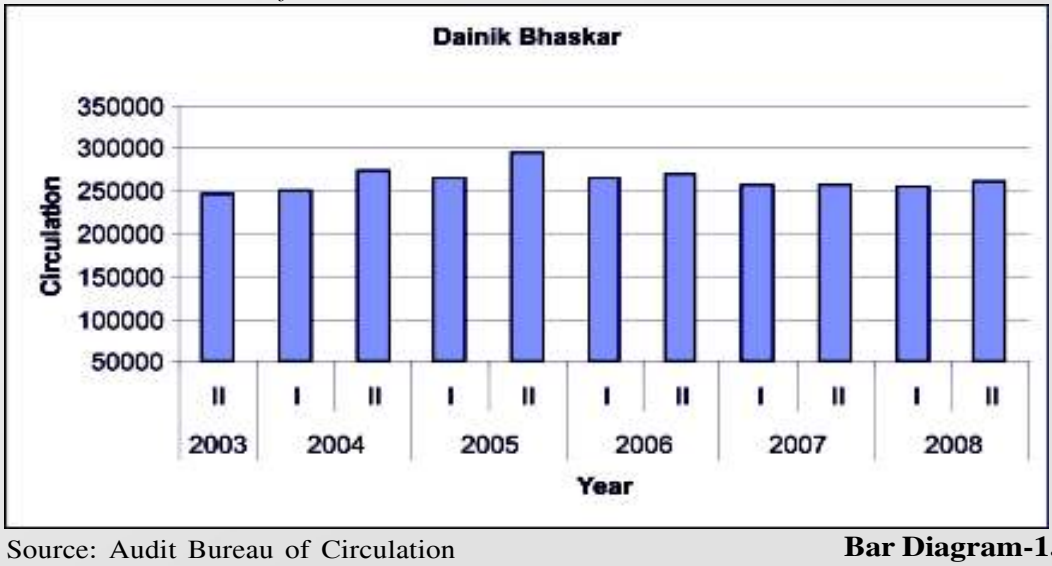
could increase only 4000 copies. Neither the " Ek Kilo Sona - Ek Kilo Chandi" scheme nor "Dainik Bhaskar Apake Dwar" scheme proved beneficial. Despite these developments, Dainik Bhaskar did not notice considerable decline in circulation during these two years. Notwithstanding tough competition, the management of newspapers maintained constant circulation. The circulation figure in the beginning of 2008 slightly drifted from 269417 to 254987. The schemes "Offer Dhamaal", and "Banyia Malamal" some how stopped the trend of decline in circulation number. The paper registered increase by 7000 in the second phase of 2008.

Table showing analysis of schemes started by Dainik Bhaskar to increase circulation.

Table – 1.

Year	Round	Dainik Bhaskar	Scheme Name	Duration of Scheme
2003	II	246508	Jito 5 Crore	July to December-2003
2004	I	248994	Har Mahine malamal	January to June-2004
	II	273092	Jito Haryana	July to December-2004
2005	I	264202	Kiske Ho Sapne Sakar	January to December-2005
	II	293264	Kiske Ho Sapne Sakar	January to December-2005
2006	I	265556	Phir Jito 5 Crore	January to July-2006
	II	269417	1 Kilo sona-1 Kilo Chandi	July to December-2006
2007	I	257049	Dhamka Offer	January to June-2007
	II	256626	Bhaskar Hai Aap ke Dwar	July to December-2007
2008	I	254987	Affar Dhamal,Banye Malamal	July-08 to December-08
	II	261185		

Source: Audit Bureau of Circulation



Source: Audit Bureau of Circulation

Bar Diagram-1.

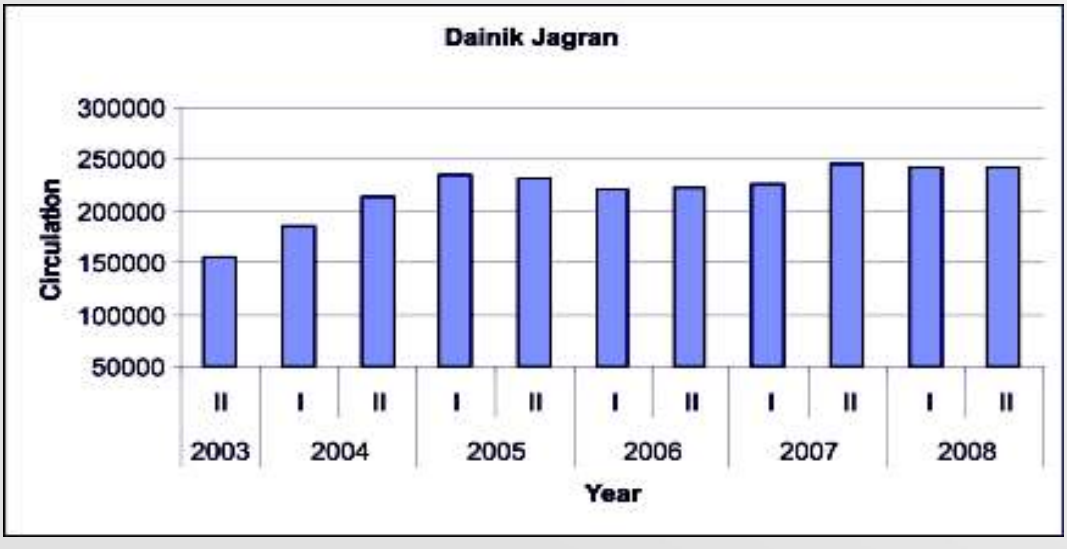
Table showing analysis of schemes started by Dainik Jagran to increase circulation.

Table – 2.

Year	Round	Dainik Jagran	Scheme Name	Duration of Scheme
2003	II	156118	Jagran Aya Uphar Laya	1.Aug.to25 Oct.,200323
			Khelo Jagran Tambola	Nov.to 20 Dec.2003
2004	I	185723	Haryana Jagran Dhamka	23 Jan to 23 April-2004
	II	214037	Scratch and Win	17 May to 16 July
			Scratch and Win	5 Aug. to 3 Oct.2004
2005	I	234177	Holi Mein Bhar Lo Jholi	28 Feb. to 29 May,2005
	II	230348	Utsav Uphar Yojna	30 Aug. to 29 Oct.,2005
2006	I	219904	*	*
	II	221319	*	*
2007	I	225803	Mansoon Dhamka	5 July to 30 Oct.,2007
	II	244833	Uphar Yojna+Scratch & Win	2 Nov. 2007 to 30 Jan.2008
2008	I	241446	Uphar Yojna+Scratch & Win	2 Nov. 2007 to 30 Jan.2008
	II	240498	*	*

Source: Audit Bureau of Circulation

Bar Diagram – 2.



Source: Audit Bureau of Circulation

Likewise, Dainik Jagran, with a view to increase its circulation, started the scheme "Scratch and Win" on the pattern of Dainik Bhaskar. This showed encouraging results and increased the circulation by 9%. With the increase of 20,140 copies, the number reached to 2,34,177 in the first phase of 2005. After this, Dainik Jagran introduced new schemes of "Holi Main Bhar Lo Jholi" and " Utsav Uphaar Yojna" which resulted in the decrease of circulation. In the second phase of 2005, the circulation drifted by 1.63% and circulation reached to 2,30,348. Dainik Jagran made no attempt to start any new scheme, after these results. The newspaper registered circulation number of 2,21,319 in the year 2007. The "Mansoon Dhamaka" scheme started in 2007 plugged the sliding trends and the circulation increased by 20,000 in the last phase of the year of 2007. However, no considerable effects were seen.

Affect of local-pull-outs

The leading six newspapers of Haryana may be distributed in two categories, keeping in view the average of variation in circulation. In the first category, come those papers which publish local district-wise edition with their national editions consisting of 4 and 10-12 pages respectively. In the category are – Dainik Jagran, Dainik Bhaskar and Punjab Kesari. In the second category, there are newspapers, which do not publish local edition to maintain their national identity. These are – Amar Ujala, Dainik Tribune and Hari Bhoomi. The local-pull-out concept was new in Haryana and liked by the public. The statistics of circulation clearly indicates that all these three newspapers are fighting neck-to-neck in circulation competition for becoming number one. The main reason behind the scene is the schemes of gifts, planning etc adopted by these papers. Besides all these factors, some newspapers re-started their edition afresh with new concept. For example – when Dainik Jagran was launched on 26 July-2003 from Panipat, Punjab Kesari started new era by starting publication from June 2006 from Panipat. Dainik Jagran and Punjab Kesari launched their editions from Hisar in 2000 and 2007 respectively through local-pull-out in Haryana. Before this Punjab Kesari being published from Ambala (1991) started again in 2006 with "pull-out-edition". To keep a watch on circulation, this newspapers management appointed observers to take necessary steps to increase the circulation numbers.

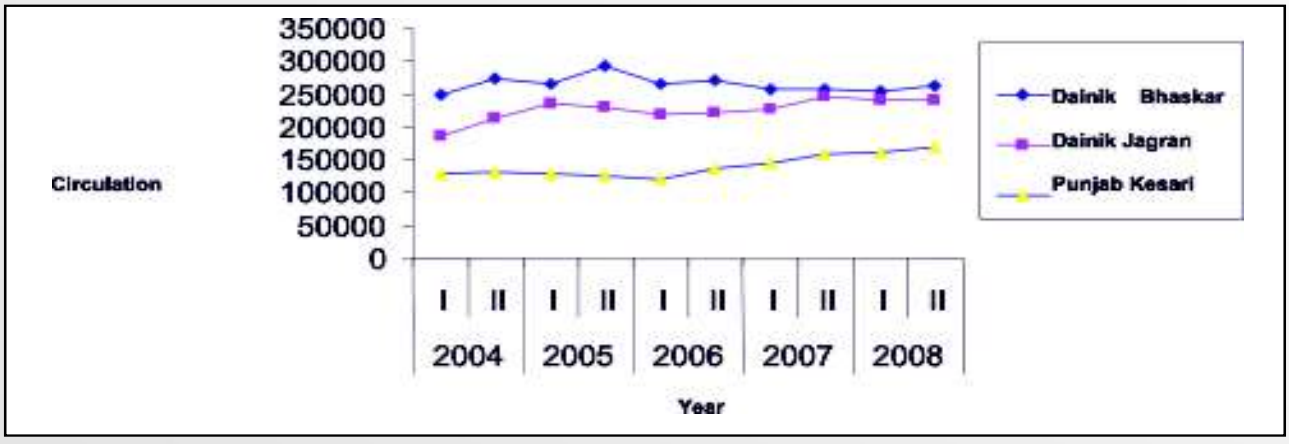
Table no. (3)
showing the circulation of Major Newspapers (with Pull-Out) and (with-out Pull-Out) in Haryana during five years (2004-08)

Year	Round	Dainik Bhaskar	Dainik Jagran	Punjab Kesari	Dainik Tribune	Hari Bhoomi	Amar Ujala
2004	I	248994	185723	128820	28368	67911	61423
	II	273092	214037	131259	21350	74180	60382
2005	I	264202	234177	127383	23053	75360	59231
	II	293264	230348	125882	20273	72623	57732
2006	I	265556	219904	119879	17764	79191	45260
	II	269417	221319	137130	21273	79254	45084

2007	I	257049	225803	145584	20902	75630	46134
	II	256626	244833	158501	21312	72623	48667
2008	I	254987	241446	160127	20296	83155	49600
	II	261185	240498	169130	18202	82990	48261

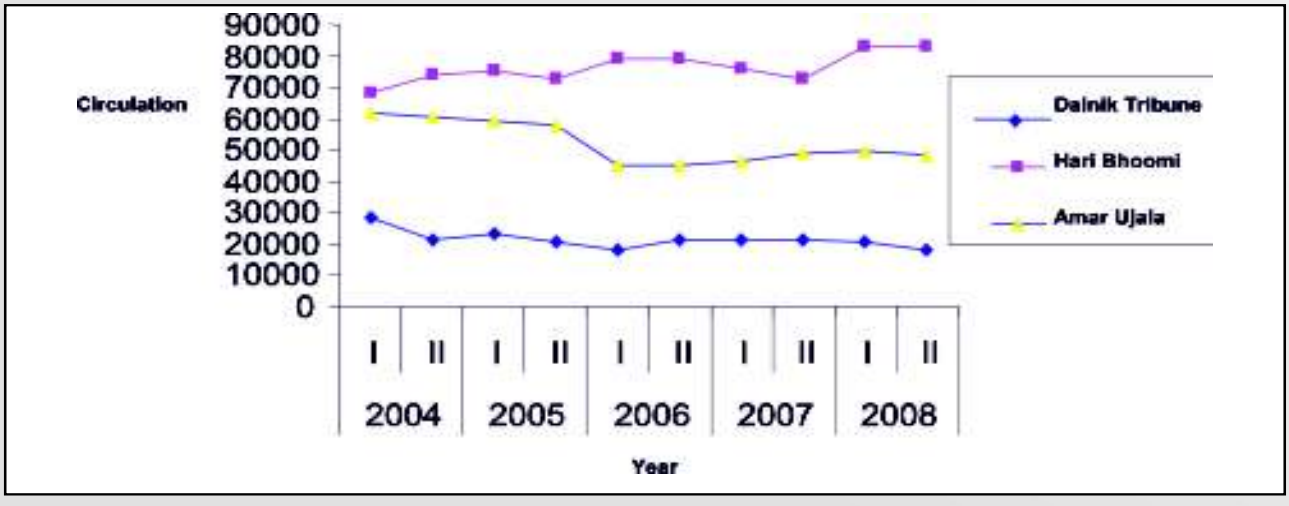
Source : Audit Bureau of Circulation

Graphical Presentation no. (3) of Major Newspapers (with Pull-Out) in Haryana during five years (2004-08)



Source : Audit Bureau of Circulation

Graphical Presentation no.(4) of Major Newspapers (without Pull-Out) in Haryana during five years (2004-08)



Source : Audit Bureau of Circulation

On the other side the newspaper not having local pull out are struggling for their existence. For example, Dainik Tribune, which is very old, is being published on conventions. The Tribune Trust failed to improve its circulation and even did not try to make any fruitful plan to increase its circulation. Dainik Tribune did not take notice of the changing trends in society and the taste of readers. During 2004-08, Dainik Tribune made no breakthrough in increasing its circulation and its circulation decreased from 28000 to 18000. Dainik Jagran and Dainik Bhaskar maintained their circulation number intact during these five years. The study shows that the circulation of Dainik Tribune is separate and they have taste for it only. Amar Ujala started in Haryana, after intensive survey with great ethics of journalism. But, its circulation decreased from 61423 in 2004 to 48261 in 2008. Amar Ujala could not stand in competition in Haryana, despite making best efforts. Hari Bhoomi also met the same fate due to non publication pull-out edition and limited reasons. The other facts of failure of this newspaper were due to non coverage of national and international news. By comparison between these two newspapers, Hari Bhoomi showed encouraging results in its circulation of 82,990 copies in 2008 from 67,911 copies in 2004. In brief, non start of "local-pull-out" edition, lead to decline of newspaper.

Effects of cost

Like other products, cost plays a vital role in the circulation of a newspaper. Therefore, during the period of study, no newspaper hiked the price of their paper. So, to keep the cost intact, they took other measures like reduction in pages. If the cost is hiked, that was done en-bloc by all papers.

Analysis of cost of major newspapers of Haryana during five years (2004-08)

Table- 4

Year	Dainik Bhaskar	Dainik Jagran	Punjab Kesari	Amar Ujala	Hari Bhoomi	Dainik Tribune
2004	1.50-2.00-2.50*	1.50-2.00-2.50*	1.50-2.00-2.50*	1.50-2.00-3.00*	1.00-1.50-2.00*	2.00-2.50*
2005	2.00-2.50*	2.00-2.50*	2.00-3.00*	2.00-3.00*	1.50-2.00*	2.00-2.50*
2006	2.00-2.50-3.00*	2.00-3.00*	2.00-3.00*	2.00-3.00*	1.50-2.00*	2.00-2.50*
2007	2.00-2.50-3.00*	2.00-3.00*	2.00-3.00*	2.00-3.00*	1.50-2.00*	2.00-2.50*
2008	2.00-3.00*	2.00-3.00*	2.00-3.00*	2.00-3.00*	1.50-2.00*	2.00-2.50*

Source : Audit Bureau of Circulation,* in Rs.

Analysis of affects on circulation of newspaper on the basis of cost

In the year 2004, the cost of all newspapers was low. A slight increase was witnessed in 2005, which was maintained up to 2008. However, to reduce production cost, the newspaper either reduced the number of pages or size of paper of newspapers. Dainik Bhaskar fixed Rs 1.50/- per copy for ordinary days and Rs.2.00/- per copy with weekly magazine during 2000 to 2004.

During the period of research, in the year 2004, Dainik Bhaskar, Punjab Kesari, Dainik Jagran, Hari Bhoomi and Amar Ujala fixed Rs.1.50/- per copy for the daily issue while charged Rs.2.00/- per copy for week-end editions. Dainik Tribune charged Rs.2.00/- per copy for all days resulting decrease in circulation.

In the year 2005, Dainik Bhaskar, Dainik Jagran, Dainik Tribune and Hari Bhoomi fixed Rs.2.00/- per copy and Rs 2.50/- per copy for Sundays. Punjab Kesari and Amar Ujala charged Rs.2.00/- per copy for ordinary days and Rs.3.00/- per copy for Sunday with magazine. Since 2006, all newspapers, except Hari Bhoomi and Dainik Tribune, have been charging Rs.2.00/- per copy for ordinary days and Rs.3.00/- per copy with magazine. Dainik Tribune has been found to charge Rs 2.00/ and Rs.2.50 per copy during research period which is still being charged. In the year 2006, Hari Bhoomi reduced rates and charged Rs.1.50/- per copy on ordinary days and Rs.2.00/-per copy for week-end edition. This method of Hari Bhoomi yielded results and registered an increase of 10000 copies in circulation during the year 2006-08.

Conclusion

The newspaper proved a weapon, it became a strong medium of public wakening with its strong contribution, journalism established itself as a fourth-state in the democracy. In 21st century the meaning of journalism has changed a lot and now marketing and consumer era has dominated the whole system including media, the newspapers are termed as 'Product' and readers have become 'customer'.In Haryana, Dainik Tribune, Punjab Kesari, Jansatta, Hindustan, Dainik Jagran etc remained popular but the era after 2000 saw a sense of competition. This year the popular Dainik Bhaskar based from Madhya Pradesh, stepped in Haryana.First time, in the history of journalism, a door-to-door survey was conducted,schemes and local pullouts concept was introduced by the newspaper. The same tactics were followed by Punjab Kesari and Dainik Jagran in Haryana. With this system journalism and newspaper diverted in commercialization. At present Dainik Bhaskar,Dainik Jagran and Punjab Kesari , Amar Ujala, Dainik Tribune, Hari Bhoomi, are mainly in circulation.The major three factors have been earmarked for researches which affect the circulation of newspapers in Haryana. The research points out that there are three factors that play a vital role in increasing the circulation and remained on equal footing.The research highlights three major factors i.e. price, gifts schemes and local-pull-out, which affected the circulation.

The research during period 2004-08 points out that the major commercial media group never stopped the schemes even for a day. Dainik Bhaskar and Dainik Jagran newspaper attracted readers by offering schemes which were in crores of rupees.In years 2004 to 2008. The other factor is localpullout. There are only six leading newspapers in the state which contribute a large part in expansion. From here, the concept of two types of newspaper come with existence. There are other papers also which abstained from such practice. Therefore the period of study from 2004-08, Dainik Bhaskar, Dainik Jagran and Punjab Kesari were chosen for comparative study of leading expansion category in "local pull out" and Dainik Tribune, Amar Ujala and Hari Bhoomi were put in "without local-pull-out category". Like other products, cost plays a vital role in the circulation of a newspaper. Therefore, during the period of study, no newspaper hiked the

price of their paper. So to keep the cost intact, they took other measures.

The statistics of circulation clearly indicates that all these newspapers are fighting neck-to-neck in circulation competition to become number one. The main factors behind their circulation are the schemes. cost and local pullout, adopted by these papers. Besides all these factors, some newspapers re-started their edition afresh with new concept. To keep a watch on the circulation, this newspapers management appointed observers who will take necessary steps to increase the circulation numbers.

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